RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

FEBRUARY: DORAL B2G1F / PROMOTION #800017

Dear Mark:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **26** skus of B2G1F Displays (Item #536510) to pack and ship this promotion to your participating retail accounts.

#8030-0032

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24971	1
Light 100	12300-24972	2
Light Men 100	12300-24974	2
FF 100	12300-24973	2

DISPLAY DETAIL (#536510)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

PO #012698B

Product / Premium Arrival:	**January 26, 1998**
Ship Date to Retail:	**Week of: February 9, 1998**
SKU CUBE :	**0.8750**
SKU WT (w/o Product):	**1.7100 lbs**
Retail Sales Offer per Sku:	**21 Offers**

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B2G1F
MOUNTAIN CANDY

Billing per Sku:

5 Savings Cartons (If additional live pack is added to Display)
4.9 Savings Cartons (If additional live pack is NOT added to Display)

EFT $ Amount: **$773.73**

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

BRAND STYLES:
DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100

PLACE INTO EACH DISPLAY:
* **7** CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (**2** CTNS/ **2** CTNS/ **2** CTNS/ **1** CTN)
* **1** ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ **5** CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN **21 B2G1F** OFFERS, AND EITHER **7** OR **8** LOOSE LIVE PACKS.
(**7** PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$19.60 (1.4 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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5N55B2 WORKPLAN VAP TEMPLATE LISTING PAGE: 1
DATE: 97-12-22
TIME: 02:28 PM

WHOLESALER : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
TEMPLATE : 800017 80200 DOR FEB98 B2G1F
TEMPLATE SEQ : 0028
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
133005	133030	051215	GUPTA GROCERY CO.	RT 208 STONEGATE	MONROE	NY	10950	2		2757-1100	943175	(914)782-7810
133005	133030	578939	PLAZA TOBACCO	PO BOX 1463	GREENWOOD LAKE	NY	10925	2				(914)477-0479
133005	133030	659479	DAILY STOP INC	168 JERSEY AVE	PORT JERVIS	NY	12771	2				(914)856-1505
133005	133030	660610	JASON-DOBB'S	1 KINGSTON AVE	PORT JERVIS	NY	12771	2			962035	(914)856-2486
133005	133030	693264	PINE ISLAND FOOD CT	RR 3 BOX 3	GOSHEN	NY	10924	2				(914)258-4287
133005	133030	050008	WALLACE MOBIL	413 N MAIN ST	MONROE	NY	10950	2	NYS	2358-0000		(914)783-0264

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 12

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 12

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WHOLESALER PACKING INSTRUCTIONS

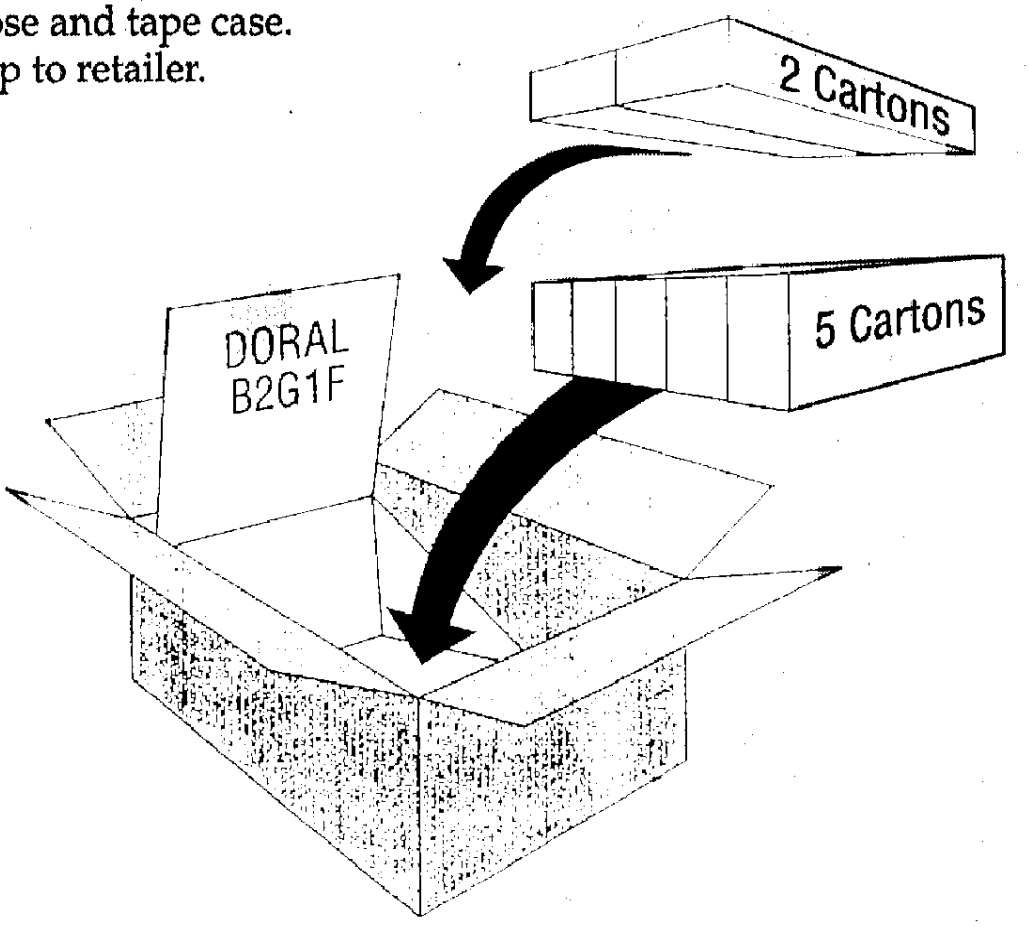
VALUE ADDED PROMOTIONS | 1ST QTR.'98

February DORAL B2G1F

(Buy 2 Packs Get 1 Free—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536510 – Pack Outlets
Item: # 536744 – CTS Pack
Description: DORAL B2G1F Display/POS kit

Brand Style	Light	Lt 100	Lt Men 100	ff 100	Ult Lt 100	
Number of Cartons	1	2	2	2	X	

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